Pacific Asia Travel Association (PATA) is a membership association that acts as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. The Association provides aligned advocacy, insightful research and innovative events to its over 800 member organisations, comprising of government, state and city tourism bodies, international airlines and airports, hospitality organisations, educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond. In partnership with both private and public sector members, PATA works to enhance the sustainable growth, value and quality of travel and tourism to, from and within the region.

**Title:** Director - Membership (DM)

**Department:** Membership department

**Location:** Asia Pacific Time Zones (Focus areas: Thailand, Philippines, Malaysia, and India)

**Employment condition:** Full-time

**Business unit objective:**

Clearly position PATA as the leading authority, advocate and catalyst for the responsible development of Asia Pacific’s travel and tourism industry by developing and managing the Memberships department/team in:

- Acquiring and retaining members that include public-sector tourism organisations; air, land and sea carriers; and organisations engaged in the production, distribution, financing, consulting, education and other technical aspects of the travel industry.
- Managing, enhancing and executing the value proposition to the members. Support the members to develop and increase business opportunities through a wide array of products, such as events, market intelligence, communications, networking and industry-wide recognition and exposure through the prestigious PATA brand.
- Build and manage the Membership team - overseeing the optimal structure and performance of the team overall. Directing the adept management of member and prospect relationships.
- Engaging the members with exceptional service, experiences and benefits.
- Continuously improving and refining membership benefits and services in line with the changing dynamics of the travel and tourism industry and the changing membership needs.
- Promoting PATA’s commitment to partnerships, ethics and performance.

**Position objective:**

Create and drive proactive responses to the needs of all PATA members in the various categories and PATA Chapters, coordinate with all levels of staff, effectively mobilising
resources to develop, retain and grow, the numbers, quality and yield relating to membership of PATA and innovate, develop, supervise, coordinate and drive all of PATA’s marketing products and services, ensuring its effective delivery.

Represent and promote PATA with a particular focus on strengthening relationships with the public and private sectors of the region’s rapidly growing tourism industry.

As such, the DM should identify and interpret new trends, policies and opportunities, guiding PATA as it expands its engagement and activities in support of the region.

- Lead the development and communication of membership benefits and value proposition.
- Manage and enhance the value proposition delivered to the members in alignment with the CEO.
- Build and manage the Membership team. Lead their execution on proactive member engagement and new member acquisitions.
- Ensure the effective recruitment and retention of members across all categories.
- Direct effective industry and membership communications to support the engagement and recruitment of members.
- Develop and promote effective member programs and services which deliver on our core promise of “building our members’ business”

Major duties:

1- General Responsibility /Support / Opportunity Development / Coordination

- Responsible together with the CEO for membership acquisition, engagement and retention.
- Manage chapter relations and the development of new chapters.
- Prepare business plans and reporting to support the achievement of membership satisfaction/engagement statistics and membership KPIs.
- Ensure membership satisfaction retention through the provision of quality member benefit programmes and services on a consistent basis.
- With the approval of the CEO seek and develop strategic partnerships with other organisations that can be beneficial to PATA.
- In consultation with the CEO set-up appropriate programmes of education and training for PATA members and Chapter members.

2- Membership Development & Service Delivery

- Assess opportunities for new membership benefits, new member development and strategic partnerships/alliances that support membership development.
• Coordinate the work of the Regional Directors, providing them support, equipping them with information on membership benefits, setting goals and targets, analysing dues payment status and providing direction on interactions with members.
• Obtain feedback on the effectiveness of member services from current members on a continuing basis, conduct exit surveys with discontinuing members and determine directions to be taken to remedy faulty areas.

3- Chapter Development and Service Delivery

• Responsible through the Director Chapters to ensure the coordination with all existing Chapters and assist them in programme development working with the Regional Directors.
• Set targets for new Chapter development (both on the real domain and the virtual). Ensure that Chapter By-laws are followed.
• Support Chapters to effectively communicate its activities with the assistance of the Regional Directors and the Communications Division
• Utilise the Chapter Network as a vehicle for implementing PATA programmes.
• Work with Chapters and the Regional Directors to enhance the potential for PATA membership at the destination.

4- Marketing Services

• Responsible for the innovation and development of marketing products and services for PATA.
• Ensure that all PATA marketing events are conducted efficiently, maintaining high-quality standards on a consistent basis.
• Undertake research to determine member needs with respect to marketing products and services to be presented or are currently offered by PATA, and also gauge member satisfaction
• As appropriate develop partnerships with other marketing organisations that can lead to the enhancement of PATA’s own services.
• Direct effective media management to advance the interests of the organisation and industry. Implement new strategies and vehicles to maximise the potential of the digital revolution.
• Develop and promote effective member programs and services which deliver on our core promise of “building our members’ business”
• Be the protector of the brand and ensure it is delivered in a consistent manner, whilst implementing strategies as necessary to enhance the brand image of PATA.

5- Coordination and management of Corporate Affairs.

• Manage the coordination of matters relating to the administration of the Executive Board.
• Coordinate, assign and ensure that all advisory organs of the PATA Board (Category meetings, Committee meetings, PATA Foundation and others) are effectively facilitated and conducted.

Level of responsibility:

The DM as a senior executive will report directly to the CEO.

Development of high-level working relationships across Governments, private and other public sector organisations is vital to the successful achievement of the position’s objective. Extensive consultative activity across the tourism industry, with communities and levels of government, is a key feature of the position.

Direction/supervision received:

Overall strategic direction agreed in consultation with the CEO. An annual written performance appraisal will be undertaken by the CEO.

SELECTION CRITERIA:

Knowledge:

• Extensive and significant marketing and client servicing experience at a senior level, desirably in the tourism industry or related sectors.

Skills:

• Strong English written and verbal communication skills to enable engagement with an international memberships base consisting of members from all areas of the travel and tourism ecosystem.
• High affinity for corporate customer/client relationship management and engagement. High emotional intelligence quotient to adeptly manage and oversee the team’s membership relations.
• Highly developed management skills including a demonstrated ability to structure programs, manage a team to clear goals and deliverables and monitor the effectiveness and efficiency of programmes.
• Highly developed communication skills including the ability to represent the organisation and tourism industry in a variety of forums and meetings involving government and industry members.
• Highly developed strategic, conceptual, analytical and creative skills including the ability to develop and make sound judgements about appropriate strategies for the position, the organisation and the tourism industry as a whole.
• Demonstrated high levels of adaptability and flexibility particularly with regard to new environments, complex subject matters, demanding time-frames, developing networks and the use of entrepreneurial skills.
• Highly developed relationship management, negotiation and conflict resolution skills.
• Well-developed political awareness at the industry, government and community level.
• Experienced in member benefits development and management.
• Knowledge and experience in the travel and tourism industry are a plus.

QUALIFICATION AND REQUIREMENTS:

• A proven track record in the tourism and/or travel industry; a degree in management or marketing or equivalent tertiary qualification is advantageous.
• Experience in associations is desirable but not a prerequisite if the other preferred range of skills is evident.

Code of Conduct: The DM will both adhere to and oversee commitment to the PATA Code of Conduct.

Please send your CV and cover letter with a recent photo and expected salary to pata_hr@pata.org